

# D1 employees boost March of Dimes

*Fundraising effort is 'most improved' in Purchase and Pennyrile*

By: Keith Todd

Kentucky Transportation Cabinet District 1 employees have been recognized as "most improved" in fundraising for the Purchase and Pennyrile Region March of Dimes.

Some 320 employees in 12 counties raised \$2,574. That helped the March of Dimes raise a total of \$70,000 across the 15-county region, exceeding the regional goal by \$6,000.

"Transportation employees were seventh place overall out of 70 teams and the most improved team from year to year," Area Director Tom Dolan said. "We celebrate their success in helping us top our regional fundraising goals."

The KYTC District 1 team, co-chaired by Terry McKinney and Regina Darnell, hit upon an innovative fundraising activity – games using the DVD version of the popular NBC-TV show Deal or No Deal. Participants advanced based on their success in the game with prizes to the top winners.

"The Deal or No Deal game is a great way to encourage employee participation," Dolan said. "It's nice to see people come up with new ideas that allow employees to have a

good time. It keeps our fundraising effort fresh and fun. We've shared the idea for potential use by other teams in their fundraising efforts."

Darnell and McKinney said they were pleased with their colleagues' response.



**Area March of Dimes Director Tom Dolan (R) presents awards for "most improved" team and "seventh overall" team to Kentucky Transportation Cabinet District 1 employees for their fundraising efforts. The KYTC team increased their fundraising for March of Dimes by using the DVD version of the popular NBC TV game show Deal or No Deal.**

"Our employees stepped up to help a worthy cause," McKinney said. "We appreciate their participation. Without them it would not have been possible."

Funds raised by March of Dimes go to support education materials used by area health departments. The organization also supports national research on premature births and the distribution of materials to doctors.

"Our goal is to help determine what causes premature births and identify other health issues that threaten babies," Dolan said. "We then work to get information out to mothers and families on things they can do to help promote healthier babies." □

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